

# SEO Success

The company is a local Fire safety Services chain



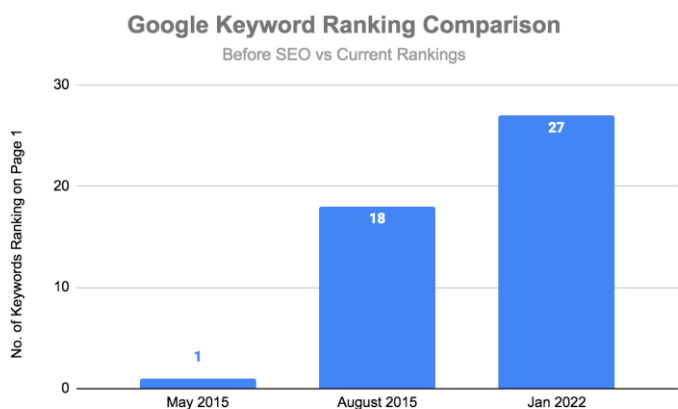
## Before SEO

The client came to us in **May 2015**, with some online presence. They wanted to improve their presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had just **1 keyword** ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed and implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

## Keywords Ranking on First Page in Major Search Engines\*



### After 3 Months

90 days later, the website went from ranking for just 1 keyword on Page 1 of results to ranking for **18 keywords** on the first page. An increase of 1700%

June 2013

### By Jan 2022

The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **27 keywords**. An increase of 2600%.

Jan 2022

## Google Search Console Data

**7.52%**

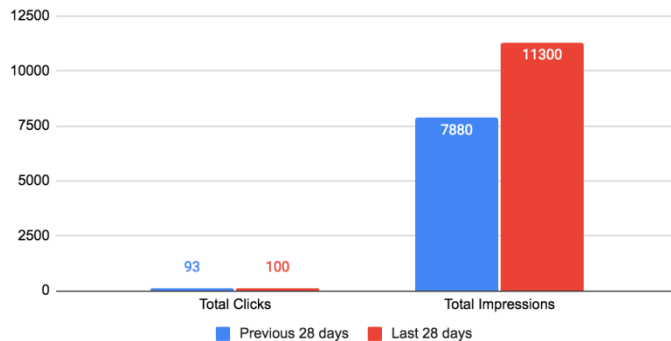
Last 28 days total clicks: 100  
Previous 28 days total clicks: 93

**40.43%**

Last 28 days total Impressions: 11.3K  
Previous 28 days total Impression: 7.88K

## Google Search Console Data Comparison

Previous 28 Days vs Last 28 Days



## Website Organic Traffic

Organic Traffic 126/month

Organic Traffic  Paid Traffic

Notes

1M 6M 1Y 2Y All time



Current Month Organic Traffic from till Jan 20, 2022: 126

Compare to:

Campaign First Month Organic Traffic May 2015: 1

↑12600%

Increase in website monthly organic traffic.